

Abstract:

5 A web site is created that allows fundraising organizations to raise money on a computer network. A fundraising organization sets up a computer network-based fundraising campaign by creating a home page, which is accessible to members of the public over the internet. The home page provides a description of the fundraising organization, as well as the purpose for which money is needed. Participants in the campaign collect e-mail addresses of friends and relatives who may be interested in contributing to the campaign. One or more solicitation messages are sent to these potential supporters, asking the potential supporters to visit the home page and learn more about the fundraising organization and the purpose for the campaign. From the home page, potential supporters are directed to a transactional user interface, where they can buy a product or contribute money in support of the fundraising organization. If the potential supporter chooses to purchase a product, the product is shipped directly to the potential supporter and a certain percentage of the purchase price what is bought goes back to the fundraising organization. If the potential supporter chooses to make a contribution, a certain percentage of what is contributed goes back to the fundraising organization.